

C. H. Wright
Ready to Wear Store

We Quote No Comparative Prices in Our Advertising

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An Oklahoma Organization to Expand in Tulsa!

WRIGHT'S MOVE TO LARGER STORE

Our growing business in this city has necessitated more commodious quarters. Wright Principles, Wright Styles, Wright Values have won the women of Tulsa.

The Women of This Community Demand a Bigger and Better Wright Store

Let Us Give You a Brief Outline of the Wright Plan of Conducting Four Stores in This Great State—

Our Cash Policy:

The basic principle of the WRIGHT organization, is its CASH POLICY. Upon this cornerstone, we have built a business structure, second to none in the state in the ready-to-wear line. This policy has provided the Wright stores with the advantages necessary to meet and undersell competition. It affords us a saving of 20% to 25% in our operating expenses and this provides the means for us to undersell in our line. How conscientiously we adhere to the advantage thus enjoyed, may be verified by the thousands of patrons over the entire length and breadth of this state.

Our Advertising Policy:

In our advertising you will never see us using COMPARATIVE PRICES. Our advertising is clean, truthful, and we look at it, as the news pertaining to our store, published to the end, that the public may read and know what we have to offer in service and values. We consider that the public should be our judge and that any exaggerated comparison such as are commonly used are unnecessary to gain patronage. We want you to be our judge, to be the judge of the values, we offer, and are content with your decision, knowing that your judgment will secure your patronage.

A Store's Plan Affording Many Buying Advantages for the Public

Wright's operate stores in the largest cities in the state of Oklahoma. The last city in which we opened a store was TULSA, this being a little over one year ago. A modest shop occupying a very small space, in the Majestic theater building, was chosen as a location. We have served as many patrons as was possible in this small establishment and have proven to our satisfaction that TULSA wants a larger WRIGHT store. To that end we have leased the building now nearing completion at 416 South Main street, just four doors south of our present quarters.

Our New Home Ready About December 15

The arrangements for fixtures, installation and purchases for our opening stock are just about completed, so that we may open in our new home about December 15th. The store fittings and fixtures will be very beautiful and pleasing. In its arrangement the best ideas for store service are to be installed. It will be a store of the "airplane age," keeping pace with the spirit of TULSA.

"Style Without Extravagance"

C. H. Wright
Ready to Wear Store
408 SOUTH MAIN

Our Price Policy:

Here it is summed up in these words: "ONE PRICE, FAIR AND ALIKE TO ALL." You, your neighbor or the visitor from the farthest corner of the state, know that in purchasing at WRIGHT'S, you have the advantages afforded through the fact that the PRICE in plain figures on the ticket attached is the PRICE to one and all alike. Years have taught us and brought us to know that folks like to buy from a store under these conditions, as they appreciate the fairness of this policy. Our motto—"STYLE WITHOUT EXTRAVAGANCE," prevails throughout our price plan.

Our Buying Policy:

Selling for cash, we buy for cash. Volume and Cash add another advantage that Wright's enjoy over the average merchant. Four stores give us the VOLUME and selling for Cash gives us the cash with which to operate, and these together give us the PURCHASING POWER so much sought after in the mercantile world. Manufacturers bow before it, and yield their best products and best prices to its compelling force. This PURCHASING POWER we convert to the advantage of every patron of WRIGHT stores, and it means style opportunities and price concessions to all.

WRIGHT'S REMOVAL SALE

FUR COATS Repriced Downward

There are only a few days allotted to us in which to dispose of our merchandise, consisting of fine Suits, Coats, Dresses, Furs, Blouses, etc. Opening tomorrow, a sale, with a purpose, namely, to effect a sudden clearance. Prices in this sale event, we assure you, will prove worthy of your most sincere consideration and will net you savings on your apparel purchases. We enumerate prices and only a few of them, as space will not permit of the mention of all. We urge shopping early in the day as our store is small and the mid-day and afternoon crowds tax our capacity to serve you.

FUR SCARFS Repriced Downward

SUITS—

Assembled and priced for this REMOVAL SALE EVENT are more than 100 Suits, many in navy blue tricotine of exquisite quality; there are also of Peach Bloom, Tinseltone, Reindeer Duvetyne, Suits bearing the touch of elegance in colors, tailoring and style. Among them are garments trimmed in Hudson Seal, Mole, Beaver and Opossum. If you are to have an opportunity of selecting from these suits you must come early.

Prices Range as Follows:

\$34.65	\$46.85
\$59.65	\$71.85
\$83.65	\$108.65

DRESSES—

In the range of our Dress selection you will find silk and wool materials of all the desirable fabrics of the fall and winter seasons. Dresses in varying modes and assortments that embrace all sizes. From the simple, practical frock of tricotine to elaborate gowns for dinner and evening wear, all are placed on sale at price concessions that enable one to possess a rare dress at a very moderate price.

Prices Range as Follows:

\$18.60	\$23.65	\$28.60
\$33.60	\$38.60	\$41.95
\$49.60	\$54.60	\$59.80
and \$71.60		

COATS—

Coats of exquisite, soft wools are featured this season and these are Frost Glow, Peach Bloom, Silver Tipped Bolivia, Evora, Chevrons, Suede and Llama cloth, in hues that tune to autumn's varied colorings. Plain tailored, straight line and loose effects, in wide collars and cuffs, in many instances they are sumptuously trimmed in furs of Hudson Seal, Beaver, Nutria, Opossum and Raccoon.

Prices Range as Follows:

\$31.95	\$38.95
\$49.60	\$58.95
\$68.95	\$81.95

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